

Dynamic marketing professional with 7 years' experience in CRM strategy, social media management, influencer partnerships, agency account management, and brand marketing. I lead comprehensive digital & traditional marketing initiatives (with personality) that drive impactful results.

WORK EXPERIENCE

Worldwide Express (WWEX Group)

Account Executive (February 2025 – Present)

- Manage / sell logistics solutions, helping clients streamline operations and reduce costs through data-driven analysis
- Single point of contact for SMBs, coordinating with carrier partners to deliver fast, reliable, and customized shipping
- Develop new business through targeted outreach leveraging WWEX's billion-dollar UPS partnership

Freelance

Strategic Marketing Consultant (February 2024 – Present)

- Leveraging my deep understanding of Gen Z and Millennial markets to support a range of clients in the gaming, influencer, automotive, and telecommunications sectors
- Crafting CRM roadmaps and strategies that drive engagement, loyalty, and growth for brands while navigating the complexities of today's digital landscape
- Clients: AT&T, Mitsubishi, DIRECTV, MLB, FaZe Clan, Bleacher Report Gaming, Idea Planet, DraftKings

KERN – An Omnicom Agency

Sr. Strategist (May 2022 – February 2024)

- Strategic lead for AT&T Connected Communities, Canon Solutions America Digital Transformation & Managed Services
- Support in all RFPs for new business including NASA, American Airlines, Mitsubishi, BMW, and Discover
- Revamp KERN's social media presence and optimize KERN's social footprint across all social platforms
- Supervised junior strategists, analytics team, and client services through comprehensive strategic planning initiatives, ensuring alignment with the client's goals and delivering impactful results

Echelon Gaming

CEO & Founder / Esports Athlete & Social Representative / Brand & Influencer Partnerships (June 2020 – May 2023)

- Founder of Echelon Gaming co-collaboration influencer agency with 30+ content creators. Leading tournament host, provided website development, social marketing, paid promotion, trailers, graphic design, consumer data generation, and event coordination for partners and sponsors
- Represented RichRosales (1M followers), SakeFN (#4 Professional Fortnite Player) and Stephen Tomasin (Tokyo 2021 USA Rugby Captain and CC for XSet) in planning, sponsorship opportunities, public relations, and content creation

Granite Escrow & Settlement Services

Director of Marketing (June 2019 – August 2020)

- Spearheaded comprehensive digital marketing strategies, leading to a measurable increase in brand visibility and market share through management of social media, SEO, SEM and website development
- Directed eight-person sales team and developed strategic and operational plans to successfully execute closings

Marketing Manager (September 2018 – June 2019)

- Supported CEO, COO, and Sales Teams on strategic and creative execution of all marketing plans for eight offices
- Managed development and provided maintenance to digital marketing efforts including internal website & SEO

XTRA Gaming

Freelance Director of Marketing (January 2020 – June 2020)

- Directed growth of the brand including, partnership revenue, executed SEO strategies to drive traffic

The Marketing Arm

Digital & Account Coordinator (September 2017 – August 2018)

- Project Coordinator from conception to execution for Sr. Digital Director & Sr. Digital Producer to Frito Lay, Pepsi, NFL, Lyft, Quaker, Nissan & Wendy's clients, and Project Coordinator for Tostitos account team

EDUCATION

University of California, Irvine Master of Innovation & Entrepreneurship, Paul Merage School of Business 3.91 GPA

San Diego State University Bachelor of Science, Business Marketing at Fowler College of Business

Universidad Carlos III de Madrid Area of Study: Business Administration